

Maywufa Company Limited

Taiwan Stock Exchange (symbol: 1731)

2021 Institutional Investor Conference

Established: 1976

Stock Exchange Listed: 2001

Capitalization: NTD 1.33 billion

Chairperson: C. C. Lee

General Manager

Fred Lai



美吾華股份有限公司
Maywufa Company Limited



美吾髮® 事業部

- 美吾髮® 系列美髮用品研發、生產與行銷
- 美吾髮® 「台灣百大品牌」業界唯一
- 榮獲SNQ國家品質標章，安全有保障

美吾髮® 化妝品(上海)公司

醫藥事業部

- 醫藥生技產品行銷各大機關醫院、診所：
 - 懷特血寶® 凍晶注射劑
 - 安克甲狀腺®
 - Cerebrolysin®
 - BIO-THREE® 等
- 歐洲婦嬰用品第一品牌Mustela總代理



台灣百大品牌

美髮用品 唯一獲獎



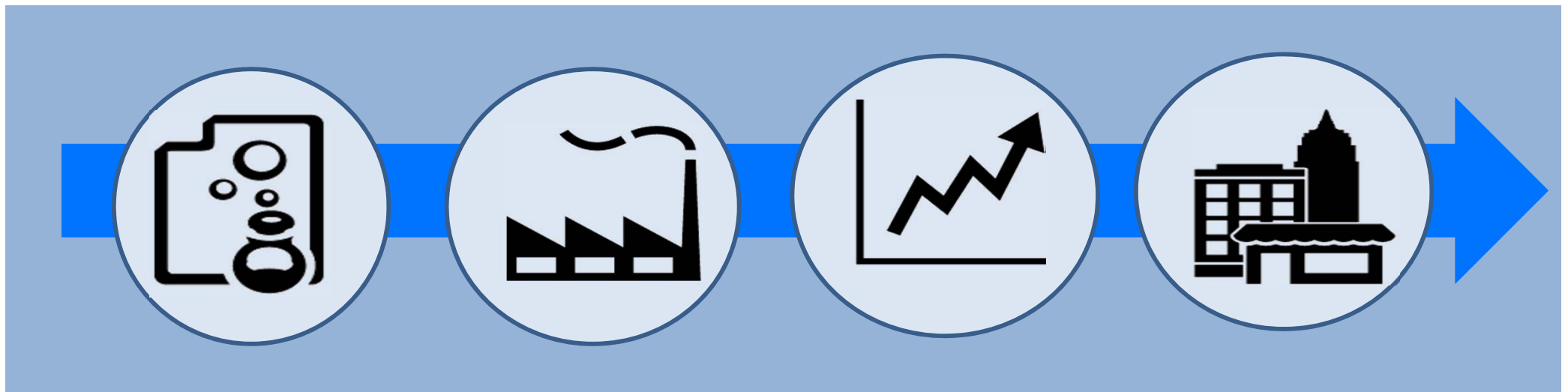
美吾髮® 榮獲SNQ國家品質標章
安全有保障，業界唯一

— 創立於1976年 —
誠信正派 穩健經營



全方位醫藥行銷通路
涵蓋大醫院、診所、藥局等

Full Function Streamlined



R&D

Production

Marketing

Sales



美吾華股份有限公司
Maywufa Company Limited

Awards & Recognitions



Taiwan Excellence

Coloring cream, shampoo, bath gel



TOP 100 Taiwan Brand

The only brand in hair care industry accredited



Trusted Brand

4 Consecutive years winner of Reader Digest Survey

信譽品牌白金獎



GMP Certification

Good Manufacturing Practice



Symbol of National Quality

The only brand in hair care industry accredited



Shopee Seller Awards



美吾華股份有限公司
Maywufa Company Limited



含天然植物萃取 維護頭皮健康*



最自然
66深亞麻棕

好氣色
53亮澤紅棕

全新彩染
上市



美吾髮快速護髮染髮霜 全新升級

*此指深亞麻棕及亮澤紅棕所含之成分與紙質

有機認證
成分



PO4 著色成分
+40%
上色效果

植優護髮染髮霜

45年品牌美吾髮用心製造 植優護髮補色刷

簡單一刷，白髮立即隱藏
輕鬆解決您的困擾



美吾髮有限公司

MAYWUFA Maywufa Company Limited



草莓棉花糖



卡樂美 COLORFUL

秀髮再現 女神光

卡樂美鎖色護髮精華油 輕盈版/潤澤款



幻紫跳跳糖



卡樂美 COLORFUL

卡樂美旅行色 極光藍綠



薄荷巧克力



卡樂美 COLORFUL

卡樂美旅行色 金沙亞麻

漢方豐盈大補帖

中醫師分享





美吾華股份有限公司
Maywufa Company Limited

BLACK VERSE 賦活喚黑系列

強化髮色滿意度

95%*



*賦活喚黑洗髮精請一定要搭配胜肽養髮液使用。經20位灰白髮試用者連續使用3個月含GREYVERSE™成分的胜肽養髮液，自我評估強化髮色滿意度達95%



美商英商
MAY WU FA 股份有限公司
Company Limited

SAHOLÉA®

森歐黎漾®

洗髮精我只用
森歐黎漾



Sandra 吳

產品榮獲各項國際大獎肯定



品牌代言人 吳姍儒

一世久久 獻給珍愛的你

From Day One to the Only One

期間限定



淨平衡洗髮精

水漾薔薇洗髮精

TV影片



Mustela®

慕之恬廊®

Get a **little helping hand** from nature
期待新生 孕蘊好美力

-慕之孕® 系列-



成分源自天然 預防細紋 效果專家評估



法國 Mustela® 慕之恬廊® 享譽70年 嬰幼兒及孕婦 肌膚照護專家



STRETCH MARKS PREVENTION



STRETCH MARKS SERUM
 fragrance free



NURSING COMFORT BALM
 e 30 ml - 1.01 US FL OZ
 Fragrance free



美吾華股份有限公司
 Maywufa Company Limited



★ 媽媽寶寶雜誌 ★

最愛婦幼
菁品大賞

3萬名媽咪評選*

*媽媽寶寶雜誌2020最愛婦幼菁品大賞32,000名消費者票選



爽身潤膚乳

孕膚霜

多慕雙潔乳



美吾華股份有限公司
Maywufa Company Limited



慕之恬廊® 嬰幼兒及孕媽咪 肌膚照護專家

- 天然植萃 守護寶寶及全家 -



效果專家評估



法國進口



成分源自天然



美吾華股份有限公司
Maywufa Company Limited

Omni-channels

E Commerce

91APP, Momo, Shopee, Pchome

Personal Care Store

Watsons, POYA, Cosmed

Hyper/Super Store

Costco, Carefour, RT, Amart, PX

Distributor

Showba, Kuan Nan, 4 Seasons

Baby Store

Kodomo, Rearhouse, 126baby

Pharmacy

Greattree, Norbelbaby, Woodpecker

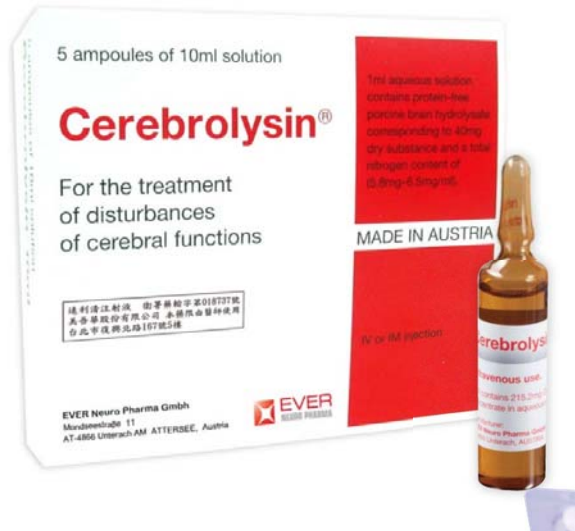
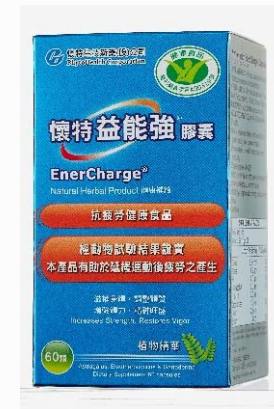
TV Shopping

ET Mall, Momo

Retail Reinvention



Pharmaceuticals & Medical Devices



Trends & Strategies

FMCG

- Product: Natural, Organic, Herbal, Eco-Friendly
- Social: Diversified Platforms, Videos Contents, KOLs, Customer Service, Social Commerce
- E commerce: D2C (Direct-to-Consumer), Mobile First, Personalized, Flexible Payments, Subscriptions

Pharma

- Cancer Care: From Allopathic Medicine to Holistic Health Care, Adjuvant Therapy for Cancer
- Aging: Anti-aging Needs for Health Care

Financial Information

1. CONSOLIDATED CONCISE BALANCE SHEETS

Current ratio 414%
Low debts ratio
sound financial
structure

Unit : NT \$ thousands

ITEM	2021.6.30	%	2020.12.31	%
CURRENT ASSETS	1,364,716	51	1,262,305	51
NON-CURRENT ASSETS	1,316,085	49	1,213,961	49
TOTAL ASSETS	2,680,801	100	2,476,266	100
CURRENT LIABILITIES	329,638	12	297,781	12
NON-CURRENT LIABILITIES	304,993	12	302,435	12
Total LIABILITIES	634,631	24	600,216	24
Share capital - ordinary	1,329,152	50	1,329,152	54
Capital surplus/Retained Earnings and Others	717,018	26	546,898	22
TOTAL EQUITY	2,046,170	76	1,876,050	76
TOTAL LIABILITIES AND EQUITY	2,680,801	100	2,476,266	100



美吾華股份有限公司
Maywufa Company Limited

2. CONSOLIDATED CONCISE STATEMENTS OF INCOME

1. Operating revenue increased 23% compared with that of last year
2. Operating income increased 34% compared with that of last year

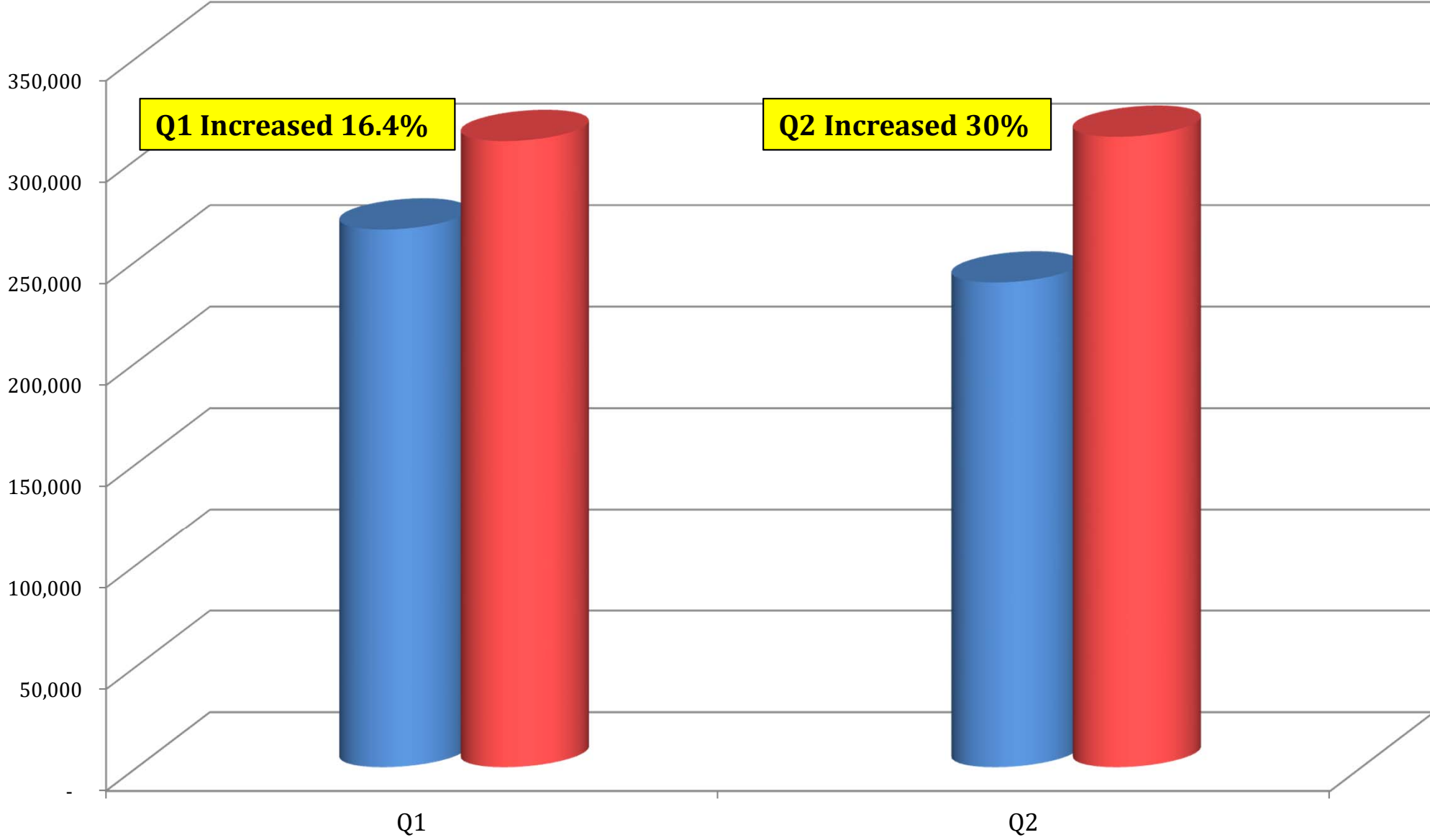
Unit : NT \$ thousands

ITEM	For the six-month periods ended June 30,2021		For the six-month periods ended June 30,2020		RATES %
	(A)	%	(B)	%	(A-B)/B
OPERATING REVENUE	619,367	100	504,040	100	23
GROSS PROFIT	407,746	66	321,294	64	27
OPERATING EXPENSES AND OTHERS	(288,937)	(47)	(232,435)	(46)	24
OPERATING INCOME	118,809	19	88,859	18	34
NON-OPERATING INCOME AND EXPENSES	7,718	1	34,294	7	(78)
INCOME BEFORE INCOME TAX	126,527	20	123,153	25	3
NET INCOME	99,806	16	104,009	21	(4)
EARNINGS PER SHARE(NT\$)	0.75		0.78		(4)



1H operating revenue increased 23% compared with that of last year

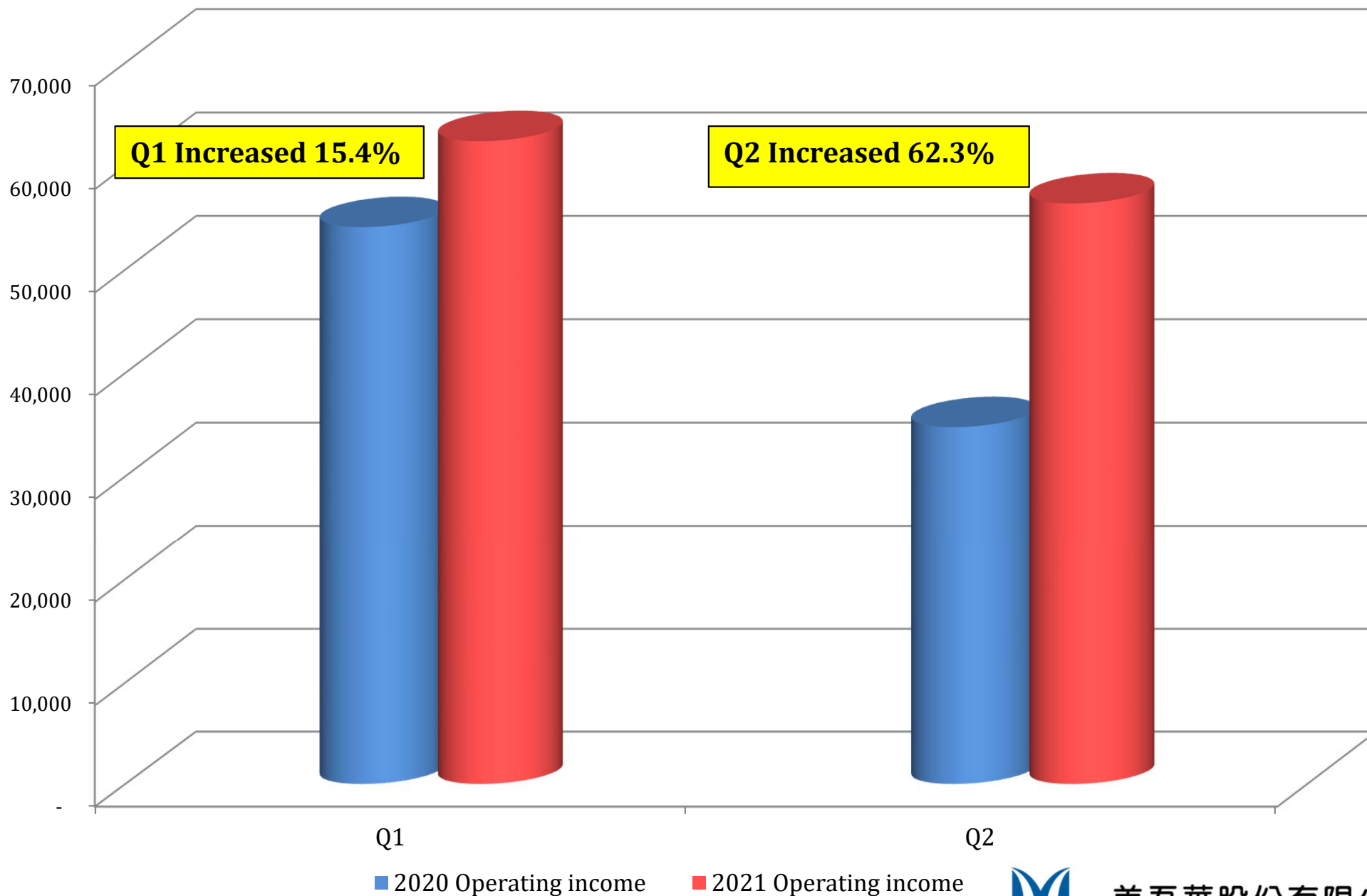
Unit : NT \$ thousands



■ 2020 Revenue ■ 2021 Revenue

1H consolidated operating income increased 34% compared with that of last year

Unit : NT \$ thousands



美吾華股份有限公司
Maywufa Company Limited

Good Cash yield

ITEM/YEAR	2018	2019	2020
Net profit (NT\$k)	75,765	100,605	171,002
Cash dividend(NT\$k)	66,458	79,749	132,915
EPS (NT\$)	0.5	0.6	1
Cash yield	3.68%	4.57%	6.50%